**A.2.3 Reflection Script – Rolando Ramirez – 2 March 2014**

**Content**

Since I am a Children’s Librarian focusing on early literacy in a library that is within a population of 90 percent Spanish-speakers and an over 50 percent illiteracy rate, I chose the American Library Association’s and the Association for Library Services to Children’s core values that best reflected the type of librarianship and region that I am involved with. These four core values were two under the ALA’s Reference and User Services, one under the ALSC’s Programming Skills and another under ALSC’s Advocacy, Public Relations, and Networking Skills. I believe that getting parents of young children involved with their children’s early literacy through library programs, interactive play, library, home, and online story times, songs, and fun learning activities literacy rates in my region will increase.

**Process**

I used the Educreation Web 2.0 application because I had not used this application before and wanted to explore how it functioned. The application was very good with inserting text, photos from by iPad or Dropbox, voiceovers, and writing within the screen during the recording of the presentation. I was not able to find a way to embed music and video, so I improvised by playing music in the background while I spoke the voiceover. I wanted to create a hook in the presentation, so I used, “Did You Know?” in nearly every slide to create this hook line. I had used conjunction words before the hook like “and”, “but”, “since”, and others but was told in the critique that it distracted listeners from the messages so I removed those from the final draft and only said and wrote the main hook line of “Did You Know?” Spanish text and voiceover was also used in a few slide to include Spanish speakers in this conversation.

All the photographs that I used in my presentation were obtained through MorgueFile.com, are copyright free and have been properly cited in my references. I chose these photos because they went well with the presentation and visually enhanced the message of the text. My first draft of the presentation did not have text associated with the photos, but through helpful criticism from classmates, family, my mentor and Facebook friends, I decided that they were necessary and I did add text with the photos in my final draft. I was also told by many that my ending was rather lame, so I made it more inviting for parents to bring their children to the library, which I believe was a huge improvement to the overall presentation and message. I believe that the Wordle that I created closed the presentation well by using keywords that were mentioned throughout the presentation. Finally, I had not presented the ALA and ALSC core values that I had aligned with in my presentation draft, so I did include these on the final presentation, which was not vocalized but included just before the references.

**Audience Feedback**

The feedback that I received through my classmates, Facebook friends, my mentor and my family was extremely helpful in revising my presentation and making it more energetic and captivating for the intended audience. I received many compliments such as the one from D.C. who stated, “I love the voiceover aspect! And the bilingual features,” and the one from A.S. who stated, “Great script Rolando and the pictures go well with it. Putting the word cloud at the end is a nice touch.”

However I did receive very helpful criticism as well. My first draft was done very late at night and my voiceover was a bit tired, dull and monotone, which was heard by nearly everyone. D.C. stated, “You voice is a bit slow and the volume is low,” while J.V. stated, “…your voice was a bit monotone,” and A.Z. stated, “I agree that your voice lacks a bit of energy on the subject…” Being aware of this fact, I was able to add more energy and excitement in my voice when I did the final draft. Many commented that the ending was awkward and felt unfinished, so I was able to revise the ending in order to make it more engaging and entice listeners to bring their children to the library, which was the intent of the presentation all along. Once such comment was from E. G. who stated, “The ending was a little bit awkward for me…” I was told that I missed the citation for my Wordle creation, so I was able to correct that on my references as well. E.G. asked me, “Did you cite your Wordle word cloud?”

Thanks to all the constructive feedback that I received, I believe that I was able to create a much better presentation that aligned with the ALA and ALSC core values I chose, my personal librarianship focus, and the audience of new parents and immigrant parents that I intended to reach. This project allowed me to explore the topic of early literacy for these groups of library patrons, work with the features of a new Web 2.0 application that I had not used before and build my confidence. I will be a champion for my library, my profession and my community.